



GEOFF SMART SPEAKER PROFILE

The World Expert on the #1 Topic in Business: Hiring Leaders.

Geoff Smart is CEO of ghSMART, and co-author of the *New York Times* bestselling book *Who: The A Method for Hiring* (Random House, 2008).



The Need

“Hiring is the most important aspect of business.” --*The Wall Street Journal* book review of *Who*, October 29, 2008.

Topics

- *Who: The A Method for Hiring*
- Leadership and Talent Management
- LEADOCRACY: Leadership in Government
- *THE IDEAL LEADER*
- Topgrading: How Leading Companies Win by Hiring, Coaching, and Keeping the Best People

Target Audiences

CEO or investor conferences with attendees who want to enjoy more career success, make more money, and have more time. Corporate events whose purpose is to teach employees valuable skills to increase their performance and grow the value of the company.

Speaker Demo Video

<http://www.ghsmart.com/videos/ghsmart1.wmv>

Practical and Entertaining Keynote Speeches and Training Workshops

Geoff solves every manager's #1 problem: making hiring mistakes.

The stories and advice in Geoff's speeches and training workshops draw from some of the most extensive research, interviews, and experiences ever assembled on the topic of talent management.

1. What are the devastating costs of making hiring mistakes?
2. Why are most managers bad at hiring?
3. SCORECARD: How to create a blueprint of who to hire?
4. SOURCE: How to generate a flow of the best candidates?
5. SELECT: What to look for to pick the right one?
6. SELL: How to sell the ideal person on accepting a job at your company?

The session includes a significant amount of audience interaction including live demonstrations of the interview techniques, audience realtime Q&A, and simple "takeaway tools and templates" to help attendees maximize their company's financial performance and their own career success.

Travels From

Denver, Colorado (USA).

Exceptional Return on Investment

- \$50,000 flat fee. Client satisfaction is guaranteed. Discounts for sessions with up to 15 people hosted in Geoff's office in Denver, Colorado (USA).
- Client achieves an estimated 150,000% return on investment.
Assume an audience of 500 in which 1 in 10 managers avoids 1 hiring mistake of \$1.5m = \$75m benefit vs. \$50k cost = 150,000% return on investment.

Awards for *Who: The A Method for Hiring*

- Upon release, *Who* became the #1 ranked bestseller on Amazon.com, out of 24 million titles.
- *Who* has hit every major bestseller list in the U.S., including the *New York Times* Bestseller list, *The Wall Street Journal* Bestseller list, *BusinessWeek* Bestseller list, and *USAToday* Bestseller list.
- Soundview Executive Book Summaries gave *Who* the "Best 30 Business Books Award."
- *Shanghai Daily* named *Who* a "Top 5 Business Book in China for 2009."
- Canada's *Globe and Mail* named *Who* the "#1 Best Business and Management Book of 2009."

Audience Acclaim

- “I have been coming to these Inc. 500 keynote presentations for years. Your presentation was **one of the best I’ve ever seen.**” --Michael Hopkins, Editor at Large, Inc. Magazine.
- “Your training session was as valuable and enjoyable as **any workshop I have ever attended.**” --John Howard, CEO, Irving Place Capital.
- “ghSMART has helped **make talent a competitive advantage at Heinz.**” --William Johnson, Chairman, President, and CEO, H.J. Heinz Corporation.
- “... **amazing** job distilling the best advice from some of the world's most successful business leaders.” -- Wayne Huizenga, Chairman, Huizenga Holdings, Inc., previously Founder & CEO of Waste Management, Blockbuster Video, and AutoNation.
- “The Wall Street Journal favorably reviews *Who* by Geoff Smart and Randy Street. **I'm hooked. THIS IS A BIG BIG BIG DAMN DEAL.**” --Tom Peters, author of *In Search of Excellence*.
- “**You hit it out of the park.** Great delivery, solid content, compelling message.” --Jimmy Calano, Founder and retired CEO, CareerTrack and conference chair, Young Presidents’ Organization.
- Geoff was **remarkable** yesterday at our Key Staff Day event. Additionally, he was **insanely easy to work with** and just a really super guy that delivered **major take-away value** to our audience.” --CEO Conference Organizer Craig Williams.
- ghSMART is the **crack management assessment** firm we hire to guide our interviews with top-level professionals. Today, thankfully, our turnover is very low.” -- Peter G. Peterson, excerpted from his memoir, *The Education of an American Dreamer*, Co-founder and Chairman Emeritus, The Blackstone Group, former U.S. Commerce Secretary, and former CEO, Bell & Howell.
- “Giving me the *Who* book was **possibly the single most impactful thing anyone has ever done for the company.**” --Client Note to Management Consultant Julie Johnson.
- “*Who* is in the top 10 books I’ve ever read. It is a fantastic book. It is well written, has good relevant examples, and, of course, the concepts are incredible.”--Investor Graham Weaver.
- “When I saw the **long book signing line**, I knew you’d made an impact. We had to order more books to mail to people that didn’t get one. That’s rock star stuff!” --Investor Conference Organizer Beau Hurst.
- “Once again, your session was **a resounding success.**” --Leslie Baum, MIT/EO Conference Organizer.
- “Yes, you were that good. **You made the event.**” --Investment Event Organizer Dan Goldman.
- **Fantastic.** All the concepts and principles were dead on and have helped me in my companies.” -- Investor Brandon Hunt.
- “Wow! Who is **one of the best books I’ve ever read.**” -- Entrepreneur Dean Dzurilla.
- “I had set very high expectations for the event. From everyone I have spoken with, I have heard that those expectations have been **exceeded!**” --CEO Frank Riordan.
- “The feedback from the clients and folks has been **top notch**; you left them with **excellent takeaway value!!! GREAT JOB!!**” --CEO Dan Hemphill.
- “You **rocked** the house.” --CEO Mike Maddock.
- “We have incorporated ghSMART’s A Method as a **core element** of our leadership development curriculum and talent management process. The marked improvement in key business results speaks for itself.” --John Zillmer, Chairman & CEO, Allied Waste Industries, Inc.
- “No investment is more important than building our teams, and **ghSMART helps us do it right.**” -- Ken Griffin, CEO, Citadel Investment Group
- “ghSMART gets it! ghSMART has a **proven approach** for finding those A Players.” --Matt Levin, Managing Director, Bain Capital, and board member of Toys ‘R’ Us.
- “We asked ghSMART to train our CEOs on the A Method for Hiring. For those who follow it, this method will **turn their #1 problem into their greatest strength.**” --Mark Stone, Senior Managing Director, The Gores Group.
- “ghSMART’s A Method For Hiring is one of the key processes we use religiously to build a valuable company.” -- Michael J. Ahearn, retired CEO, First Solar, LLC
- “**WOW – these are the best scores I have seen for an event!**” -- Dallas Conference Organizer Adrienne Cornelsen.

Biography

Geoff Smart is a CEO, bestselling author, and social entrepreneur whose mission is to create, communicate, and put into practice useful ideas about leadership.

As a public speaker, Geoff has delivered top audience satisfaction ratings at a wide range of corporate and industry events across the globe.

Geoff serves as Chairman & CEO of ghSMART. ghSMART is a leadership advisory firm for CEOs and investors, which Geoff founded in 1995. The firm was named one of the “world’s top firms” in Broderick’s *The Art of Managing Professional Services*, and is the subject of two Harvard Business School Cases titled “ghSMART & Co.: Pioneering in Professional Services.”

Geoff is co-author, with his colleague Randy Street, of the *New York Times* bestselling book *Who: The A Method for Hiring*. The book is one of the bestselling and most-acclaimed books in the world on the topic of hiring leaders, which *The Wall Street Journal* calls “the most important aspect of business.” Soundview Executive Book Summaries gave *Who* the “Best 30 Business Books Award.” *Shanghai Daily* named it a “Top 5 Best Business Book in China.” Canada’s *Globe and Mail* named *Who* the “#1 Best Business and Management Book of 2009.” Geoff is also co-creator of the Topgrading® philosophy of talent management.

As a social entrepreneur, Geoff is Chairman and Co-founder of SmartKids Leadership Program™, a 501c3 not-for-profit foundation that provides a customized program of 10 years of leadership mentoring and a \$100,000 scholarship to top students with leadership potential from low-income communities. He is also Chairman and Founder of The Leaders Initiative™, whose mission is to elevate humanity by identifying, developing, and deploying society’s greatest leaders into government. Geoff and his ghSMART colleagues provide pro bono leadership advisory services to leaders in the fields of education, healthcare, and government.

Geoff earned a B.A. in Economics with Honors from Northwestern University, an M.A., and a Ph.D. in Psychology with emphasis in Leadership, from Claremont Graduate University, where he was a student of Peter F. Drucker. He was elected to Sigma Xi, the honorary society for holders of doctoral degrees, and is a member of Young Presidents’ Organization (YPO).

Contact

To schedule a keynote speech or workshop by Geoff Smart, please contact his Executive Assistant Linda Naden. Thank you.

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